NEW PROGRAM - PARLIAMENT
TIMELINE 1998-1999

ACTION	DATE
RFP for new concepts - draft complete	w/o 9/28
Circulate RFP for comments	9/29-10/9
Send out RFP	10/12
Meeting with Purchasing - discuss methods and begin sourcing	11/16
Receive vendors proposals	11/17
Vendors to present new program proposals	11/19-20
Review vendor new program bids	w/o 11/30
Start vendor new program contract process	w/o 11/30
New program concept approved	w/o 12/7
Send out Creative Brief for program creative	nlt 12/11
Meet with Purchasing to review samples	w/o 12/14
Prepare RFP (vendor execution) and contract elements	12/14-1/8
RFP approved	w/o 1/11
Send out RFP	w/o 1/18
Agency to present comps	w/o 1/11
Approve comps	nlt 1/22
Receive A&K	w/o 1/25
Approve A&K	nlt 2/5
Receive vendors' bids	2/16
Vendors' present proposals	2/18-19
Review vendors' bids	w/o 2/22
Select new program - award vendor with business	w/o 3/8
Vendor contract finalized	w/o 3/22
Kick-off PPZ	May 1999

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10/12/98

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EVOLUTION OF PARLIAMENT PARTY ZONE
TIMELINE 1998-1999

ACTION	DATE
Present GMR with PPZ evolution program	9/7
Provide GMR with PPZ evolution program brief	9/11
Status meeting with Brand	9/24
Request legal to provide concept agreement for GMR	9/25
Receive GMR's final concept agreement	10/5
Meeting with Purchasing - discuss methods and begin sourcing	w/o 10/5
GMR concept agreement executed	nlt 10/9
GMR to present PPZ evolution concepts	10/13/98
Select best PPZ evolution concept	10/15
Brand presents PPZ evolution concept to Sr. Mgt	w/o 10/19
Concept approved	10/30
Send out Creative Brief for program creative	w/o 11/2
Prepare RFP (vendor execution) and contract elements	11/2-20
Meet with Purchasing to review samples	w/o 11/9
Send out RFP	w/o 11/23
Y&R present comps	11/19/98
Approve comps	w/o 11/30
Receive A&K	12/11
Receive vendors' bids	12/15
Vendors' present proposals	12/14
Approve A&K	12/21
Review vendors' bids	12/16
Select new program - award vendor with business	12/22
Vendor contract finalized	w/o 2/1
Kick-off PPZ	May 1999

11/19

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